

Honey, Have You Seen My Keys?

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Do you forget why you came into a room? Do you forget the names of people you've met? Do you forget that next point in that presentation you're making?

Welcome to classic symptoms of short-term memory loss, one of the first brain functions to go when we feel the first signs of aging.

Just as muscles need lots of oxygen, brain cells need it, too. The frontal lobes, the so-called executive brain, need it particularly.

Researchers have found a way now to increase the flow of oxygenated blood to the frontal lobes. When you do that, you build new neuron connections. And when you exercise those new connections, they stick around, rather than being pruned out as dead wood by your nervous system.

More oxygen means more neurons and with exercise, that means better brain power and memory function.

Hemoencephalography – HEG for short – is a clean and easy way to measure the oxygen in the blood circulating to the frontal lobes and give direct feedback to the patient. In sessions of less than ten minutes using a simple headband, a patient can quickly learn to increase the oxygenated blood in the critical executive brain.

Within 6 to 8 weeks of use, patients can improve executive brain functions using sounds, numbers, and games.

Ultimately, after about *half* the number of sessions typically used for the older style of EEG-feedback training, the patient achieves permanent gains in brain function.

HEG is used in tandem with special music and sounds for biofeedback. The sounds and music are used to retrain the way you process sound and the way you listen. They can restore the ability to process sounds that may have become diminished (or become hypersensitive) through ear infections or exposure to loud noise.

Research also shows us that HEG can be combined with special music and sounds to bring the mind gently to a relaxed, calm state. Since so many illnesses are aggravated by stress, this is an extremely beneficial aspect.

Remember when you could just rattle off a list of things from memory? Well, that need not be a lost skill.

The Arizona Center for Advanced Medicine is the exclusive provider of BrainAdvantage, a breakthrough in simplicity and effectiveness for helping with memory loss and brain training. The Center is located at 9328 E. Raintree Drive, Scottsdale, AZ., www.crossroadsclinic.net, 480-240-2600.